

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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Enjoy smoking longer without smoking more.

Rich, full-flavored
Saratoga 120's give you extra
smoking time and extra
smoking pleasure.
And they cost no
more than 100's.



Saratoga 120's

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Regular: 16 mg "tar," 1.0 mg nicotine—Menthol:
15 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Aug. '77

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



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